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PATENT

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22313-1450 Date: 08

08/11/2004

Patti Hespell

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER (09/658,204)	FILING DATE 08 SEP 2000	FIRST NAMED INVENTO ELDERING	ATTY. DKT. NO. T723-00	
TITLE		ART UNIT	EXAMINER	
TARGETED ADVER	TISING THROUGH ELI	2616	RAMAN, USHA	
GUIDE				

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450 RECEIVED

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Technology Center 2600

INFORMATION DISCLOSURE STATEMENT

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record

the references listed on the accompanying PTO Form SB/081 for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed. This Information Disclosure Statement is being submitted: (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or \boxtimes after the period defined in (1) above but before the mailing date of a Final Rejection or **(2)** Notice of Allowance, and \Box Certification is made below, or \boxtimes The check, or authorization to charge deposit account no. 501535, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached. (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

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	(2)	No item or reference was cited in a	communication from a foreign patent office in a
		corresponding foreign application of	or, to the knowledge of the Applicant(s), was not
		known more than three months price	or to the filing of the Statement.
Respe	ectfully	submitted,	
9	05	Da	ate: 08/11/2004

Douglas J. Ryder Reg. No. 43,073

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PTO/SB/08A (08-03)
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Substitute for form 1449/PTO

08/11/04

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known				
Application Number	09/658,204			
Filing Date	09 SEP 2000			
First Named Inventor	ELDERING			
Art Unit	2616			
Examiner Name	RAMAN, USHA			
Attorney Docket Number	T723-00			

			U. S. PATENT D		
Examiner Initials*	Cite No.1	Document Number Number-Kind Code ^{2 (d known)}	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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Examiner Initials*	Cite No.1	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages	
		Country Code ³ "Number ⁴ "Kind Code ⁵ (<i>if known</i>)	MM-DD-YYYY		Or Relevant Figures Appear	T ⁶
	BD	WO9904561	01-01-1999	ALEXANDER		
	BE	WO9827723	06-01-1998	YUEN		
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Examiner	 Date	
Signature	Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. Applicant's unique citation designation number (optional). See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. Skind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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